

**PROCEEDINGS OF THE BROWN COUNTY**  
**EDUCATION & RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education & Recreation Committee** was held on Thursday, March 7, 2013 in Room 200, Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

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**Present:** Chair Vander Leest, Supervisors Williams, Campbell, Van Dyck  
**Excused:** Supervisor Hoyer  
**Also Present:** Kathy Pletcher, Doug Marsh, Neil Anderson, Rolf Johnson, Scott Anthes, Lynn Stainbrook, Doug Hartman, Lori Denault, Supervisor Lund, Troy Streckenbach

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**I. Call to Order:**

The meeting was called to order by Chairman Vander Leest at 5:35 p.m.

Chair Vander Leest welcomed Supervisor Corrie Campbell to the Committee and stated that he felt she would bring a lot of good ideas to the Committee throughout her term.

**II. Approve/modify Agenda.**

**Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to approve.**

**Vote taken. MOTION CARRIED UNANIMOUSLY**

**III. Approve/modify Minutes of February 7, 2013.**

The following amendments were made to the minutes by Supervisor Van Dyck:

-Item 10, Page 7, last paragraph - first word should be Vander Leest, not Van Dyck

-Item 13, Page 9, second paragraph - \$28 million should be corrected to read \$18 million

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to approve as amended. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Comments from the Public:** None.

**1. Review minutes of:**

- a. Library Board (January 23, 2013).**

**Motion made by Supervisor Williams, seconded by Supervisor Van Dyck to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Carryovers**

**2. 2012 to 2013 Carryover Funds – Education, Culture & Recreation Division.**

Vander Leest stated there did not appear to be anything noteworthy or pressing on these carryovers and they appeared to be fairly routine.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Communications**

3. **Communication from Supervisor Van Dyck re: Request that jurisdiction over the Central Library repair projects be reassigned from the Planning, Development & Transportation Committee to the Education and Recreation Committee. *Referred from February County Board.***

Supervisor Van Dyck requested that this be received and placed on file and stated that that was the direction taken at PD & T as well. He noted that Public Works has agreed to provide the Ed & Rec Committee with a monthly update as to the progress of the project.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

4. **Communication from Supervisor Van Dyck re: Request that the Board authorize the hiring of an appraiser and/or realtor to determine the value and marketability of approximately 80 acres of unused property adjacent to the Brown County Golf Course for the purposes of potential sale, with at least a portion of the proceeds from any sale to be used to fund future capital improvements at the golf course. *Referred from February County Board.***

Van Dyck stated that this property was originally purchased to expand the golf course, however, this does not seem likely at this point, both from an economic standpoint as well as the fact that land use regulations have changed. Van Dyck's idea is to go out and see what this piece of property may be able to be sold for and then take it from there.

Anthes provided the Committee with a map of the land, a copy of which is attached. The total property is about 79.7 acres. The handout also breaks each parcel down by acreage and he noted that there is a small V shaped parcel of about ½ acre that is not owned by the County. The last page of the handout outlines the current usage of the property. He noted that the pink line is what borders the existing golf course, the yellow portion is currently leased out to a farmer for a minimal amount and the orange portion is the area currently used by the golf course to stockpile dredgings or brush to burn. The only area that Anthes would be concerned about would be the area that borders the golf course parking lot. If those parcels were sold, future parking lot expansion could become an issue.

Vander Leest asked Anthes if he had any idea as to what an appraisal may cost and Anthes answered that he has had conversations with Purchasing and the ballpark figure he has is about \$1,500. In the event the property was listed, the realtor would be paid out of the proceeds of sale so there should not be any upfront costs. Vander Leest felt there should be a process to be able to take requests for proposals from real estate agents. He did not like how the purchase of the S & L building occurred in the past and felt it should have been a given that all agents should have been able to give their expertise and proposal and not simply have the County Board Chair select the agent. He felt that Purchasing should be able to help with this process and Vander Leest continued

that it would basically be sent out that the County is looking for an agent to represent the County in the sale of the land.

Vander Leest provided further background and stated the land has been owned by the County for several decades and there has not been any use. The County Golf Course has some major capital projects coming up such as greens renovations and the costs of these are fairly high. He indicated that some of proceeds of sale could be used to cover future capital costs for the golf course. He would like to see the purchaser be a tax paying entity and not a trust or something of that nature. Vander Leest agreed with Supervisor Van Dyck that now would be an appropriate time to sell this property and get some future revenue for upcoming capital projects.

Williams asked if this would be appraised as one large chunk of property or as separate parcels. Vander Leest stated it should be appraised as several parcels and Williams indicated that doing it in parcels would allow the opportunity to keep the two parcels adjacent to the parking lot. Anthes stated that he would speak with the appraiser to find out the most appropriate way to handle this.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to hire an appraiser to determine the value of the property as listed. Vote taken. MOTION CARRIED UNANIMOUSLY**

**NEW Zoo and Park Management**

5. **Fee waiver request by Green Bay Duck Hunters for Pamperin Park shelter on March 23, 2013 in lieu of service hours.**

**Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

6. **Assistant Director and Field Staff Report.**

Assistant Park Director Doug Hartman included several reports in the agenda packet. In addition to those reports, Hartman indicated that they are planning on doing a snow bike trail open house at the Reforestation Camp. They have established a five mile snow bike trail that snow bikers use. To help in promoting the trails and getting the word out they will be holding an open house on March 17, 2012. They will be using the shelter for this and the daily fee will be waived for the day.

Hartman continued that they have recently met with Karen Vandenbush, the lady who attended last month's meeting and spoke regarding establishing a Friends group at Neshota Park. They have met with her and she is very enthusiastic about starting this group. A meeting will be held on April 2, 2012 to get the group going. Vander Leest asked Hartman to pass on that the Committee appreciates her work.

Hartman also reported on the hunter registration idea that was brought forth at the last meeting and stated that they are putting together some ideas and have talked with staff

and are doing some research. He will come up with a recommendation on the staff level and present it to the Committee at an upcoming meeting.

**Motion made by Supervisor Williams, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

7. **Fee waiver request by N.E.W. Zoological Society, Inc. for Reforestation Camp Lodge on April 18, 2013 for "Skunks Are Beautiful" cribbage tournament.**

Zoo Director Neil Anderson stated this is a new event for the Zoo Society and the Packers and Mau and Associates will also be sponsoring this event. Information was distributed and is attached. This would be another fundraising opportunity for the Zoo Society.

**Motion made by Supervisor Campbell, seconded by Supervisor Williams to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

8. **Zoo Monthly Activity Report for February, 2013.**

**a. Operations Report for January, 2013.**

- i. **Admissions, Revenue, Attendance Report.**
- ii. **Gift Shop, Mayan Zoo Pass Revenue Report.**

Anderson distributed February numbers, copies of which are attached. He mentioned that the weather has definitely been a factor in recent attendance. He is interested to see how March figures will compare with last year's figures due to last year's unseasonably warm month.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**b. NEW Zoo Education & Volunteer Programs Report.**

Anderson wished to point out that the 2012 summary shows a total of 17,034 hours of volunteer time versus 10,382 in 2011.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**c. Curator Report.**

Anderson highlighted several areas of the written curator report in the agenda packet and stated that they have recently opened a new exhibit within the Mayan Food Court which is a 1000 gallon aquarium that will be home to several species of native fish. He also mentioned that they have a few endangered species that may be breeding and these include the Red Wolf, Red Panda and Snow Leopards.

**Motion made by Supervisor Williams, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**d. Zoo Animal Collection Report for February, 2013.**

**Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**e. Zoo Director's Report.**

- i. FOX 11 programs weekly.**
- ii. Zoo Society Meeting held on 02-25-2013.**

Anderson stated they will be involved with NBC 26's promotion of the Lion King and this will include giving away some family passes on the air. In addition, the Zoo logo will be on Lion King promotional spots three times per day on several stations. This promotion will run April 1 through April 5 and Anderson estimated the promotional value to be over \$2,000.

Also with regard to advertising, Anderson explained that the Zoo will be working with Travelodge in their Zoocation program and information was distributed regarding this program, a copy of which is attached. The Zoo will be promoted through National Geographic. They were involved with this program last year and Anderson stated it was a good program and they wished to continue with it again this year.

The last item Anderson reported on was the Easter EggStravaganZoo which will be held on Saturday, March 30. Information on this is also attached. Anderson stated that last year this event attracted about 8,000 people.

**Motion made by Supervisor Williams, seconded by Supervisor Van Dyck to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Golf Course**

**9. Superintendent's Report.**

Scott Anthes referred to the Golf Course Report contained in the agenda packet and stated that the mandatory FCC narrow banding has been complete. The cost of this project was approximately \$15,000. He also reported on the golf bag rack that they built. Anthes also noted that the POS system had been completed and stated that they will really be pushing e mail marketing from the software. The other thing they are going to push is mobile tee time booking through their webpage and he is hoping this really takes off. Anthes also mentioned that the pro shop is now open Monday through Friday from 11:00 a.m. – 5:00 p.m. and 11:00 a.m. - 4:00 p.m. on Saturdays.

Anthes continued that monitoring of the golf course is underway. The last week or so they have blown off all the greens with a snowblower and he noted that there is up to

three inches of ice on some of the greens. He chiseled through all greens except for three of them to take a sample of the grass. The samples came out green but when he got them into the heat he found two samples that did not look good. These are greens eight and six and Anthes is somewhat worried about them. He will keep the Committee advised in this regard.

**Motion made by Supervisor Williams, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Library**

**10. Budget Adjustment 13-09: Increase in expenses with offsetting increase in revenue.**

This budget adjustment is to increase the actual amount of grant dollars awarded from Nicolet Federated Library System for carryover of the telephone messaging project that did not complete in 2012.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**11. Director's Report.**

Library Director Lynn Stainbrook provided a Director's Report in the agenda packet. She mentioned that the wine tasting event had been held on March 2 at the Wrihsttown Branch. She said the event was well attended but she has not yet heard how much money had been raised.

Stainbrook continued that they had recently held an event in the Children's Department at the Central Library entitled Building Blocks of Literacy and this was attended by 42 early childhood educators, parents, grandparents and child care providers. One of the things the Library Board has asked the staff to start doing is providing measurements that measure the impact of programs. Stainbrook stated that they provided a short questionnaire to those in attendance and she distributed a packet that summarizes the results of the questionnaire, a copy of which is attached. Stainbrook went over the information contained in the summary with the Committee.

Stainbrook also mentioned that the appreciation reception at the Kress Branch was very nice. Family members of Marian Holmes attended. Ms. Holmes is the lady who left the library the bequest of \$109,000. Christy Dietz who is the artist who donated three pieces of art to the Kress Branch also attended.

Vander Leest suggested that the County Board do a resolution from the Board thanking the family of Marian Holmes for the gift.

The last thing Stainbrook wished to mention is that she is required to have certification at the State level and have a certain number of continuing education hours every five

years. She has completed 100 hours of continuing education and is now certified for another five years.

Kathy Pletcher provided the Committee with a report on the recently held Library Board Retreat held in February. A copy of this report is attached. Pletcher outlined the report for the Committee. She directed the Committee's attention to several areas of the report, including their three main areas of future focus and these areas are: 1) quality of education; 2) economic development; and 3) community center. Pletcher outlined the remainder of the report for the Committee. She stated that they had discussed the Museum/Library collaboration and the Library Board wants to be a part of continuing conversations in this regard. She also stated that she had recently met with County Executive Troy Streckenbach and they had a good conversation about this and one of the things they need to do is take a look at what this would mean and what it would look like. The thing that the County Executive and Pletcher agreed on is that the Library Board is engaged in program planning and that can move in a parallel path with the facilities piece. She also spoke with Streckenbach regarding the timing of the discussion about the library and museum and she felt it would be wonderful if this conversation could take place over the next several months and by mid to late summer a pretty good idea of what direction to go could be worked out.

Doug Marsh introduced himself to the Committee and stated he is part of the Public Works Department. He stated that he has been heavily involved with the Central Library projects. He has been attending Library Board meetings since last September and has been coordinating projects and efforts to the fullest ability with himself and the people in Facility Management and the library staff.

Marsh stated there are currently four projects on the table. The first project of the highest priority is replacing the main dispatch switch in the basement of the Central Library. This is a priority because this is original equipment and nobody is certain if the switch would be able to be reset in the event of an electrical surge. If it is not able to be reset, the library would be down until the equipment could be replaced so the idea is to be proactive and replace it before there is a problem. Bids have been received and they are currently working on contracts with the vendor.

The second project is replacing the rooftop condenser that controls the HVAC on the third floor and this has been on the same project timeline as the main disconnect switch. Bids have been received on this project and contracts are currently being signed.

Marsh continued that once the main dispatch switch is replaced, they will move on the ARC Flash study. That is a study that analyzes the condition of main electrical panels in a facility and also helps identify safety measures and precautions that people who work on that equipment need to take. Marsh stated it is appropriate to wait to do this until the main disconnect switch has been replaced.

The fourth project is the Central Library elevators. They originally had gone out for bids on elevator replacement which would have included upgrading from a hydraulic drive system to a traction system and replacing the elevator cabs with new cabs. They had four contractors submit bids ranging from \$108,000 to \$556,000. Ultimately Public Works recommended to PD & T that all bids be rejected. After the bids were received and evaluated, Marsh contacted Raasch Engineers and Architects who had given a cost estimate of \$240,000 for elevator work. He also contacted the general contractors and asked the two low bid contractors for a breakdown of their bids so he understood them and it became evident after reviewing those breakdowns that they each got only one elevator price and it came from the same elevator vendor. It became clear to Marsh that the County did not receive benefit of competitive bidding in this instance. Marsh indicated that going to traction drives necessitates replacing the elevator cabs and once they did that, the other three vendors could not provide products that would fit the existing shafts. Marsh asked all four of the vendors if they rescope the project from replacement to modernization, would they all be able to submit bids and they all answered that they would. At that point, it was recommended to PD & T to reject the bids and rescope the project and put it back out for bids moving from replacement to modernization. Marsh continued by explaining the difference of a hydraulic system and a traction system to the Committee and the pros and cons of each system. Based on all the reports, inspections and data that he has collected, Marsh he does not believe that there is a serious condition issue with the hydraulic system. Nonetheless, they have gone out for bids and have a base bid and three alternate bids so they can make informed and cost-effective decisions regarding what should be replaced and what they should wait on.

Marsh assured the Committee that both himself and Paul Van Noie are being very open minded about this and do not have any predetermined decisions. The base bid includes replacement of the controllers and submersible power unit and also includes emergency battery backup, replacement of some leveling devices and also replacement of all of the fixtures. Marsh also indicated they are giving the vendors a \$15,000 allowance for cab interior upgrades for alternate two. For alternate number three they are looking at replacement of the hydraulic cylinders for the two passenger elevators.

Stainbrook thanked Marsh for his cooperation and communication with these projects. She stated that Marsh has worked very hard with the electrical switch unit and has been very good about communicating everything and she wished to thank him for his work. Vander Leest also asked Marsh to keep the Committee updated with the projects at the Central Library.

**Motion made by Supervisor Campbell, seconded by Supervisor Williams to draft a resolution thanking Marian Holmes for her \$109,000 gift to the library to be presented to her family at the March 20, 2013 County Board meeting. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Motion made by Supervisor Williams, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**



*Supervisor Vander Leest was excused at 6:40 p.m. and Vice Chair Van Dyck took over the meeting.*

**Museum**

**12. Resolution re: To Approve Charging A Guided Tour Fee at the Neville Museum.**

This item was discussed at last's months meeting. Museum Director Rolf Johnson stated there are a number of changes he wants to make operationally and this is one that he would like to start off with.

**Motion made by Supervisor Williams, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**13. Year-To-Date Gate Revenue Totals and Sales Reports.**

Johnson stated this is fundamentally the same report as provided to the Committee last month. They are typically one month behind because they do not have all of the figures at the time information needs to be provided to the Board office. Johnson continued that they had a very good February with a lot of school children visiting the Museum, mostly to view the Hmong exhibit. Johnson stated he is still not quite happy with the reports and he will continue to refine them so they are more meaningful.

Van Dyck stated the January, 2013 attendance numbers appear to be the same as the previous year, but the revenue is up by several thousand dollars. Johnson explained that this was attributed to a different mix of people coming in such as more adults and more groups. Johnson continued that 2012 was a hard year for the Museum and although they were close in terms of revenue, attendance numbers were down by almost 10,000. He is more optimistic for a good 2013.

With regard to modifying reports, Van Dyck suggested it may be more meaningful to compare figure from the prior year and not the prior month. Johnson appreciated this suggestion.

**Motion made by Supervisor Campbell, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**14. Discussion re: Letter of Support for Joyce Foundation.**

Johnson stated that he asked for this to be a separate agenda item because like the Zoo and the Library, they use their Foundation to put together and submit competitive grant proposals. He wanted the Committee to be aware that he is working with the Foundation and writing many of the large proposals and he was proud that he has raised about \$35 million dollars throughout his 35 year career. Johnson stated that not only are we getting a little more progressive in the submission of some of these proposals, but he wanted the Committee to look at this because it is part of the transformation of the Neville Museum. He felt there was a nice analogy as well with

what the library recognizes that they want to be a community center. Museums also want to be community centers and they recognize that they are community anchors and if they have collections they hold them for the public trust, but more importantly the Museum is a place for people to come to have the dialogue and engage in discourse using resources that are unique to the Museum.

Johnson continued that the Joyce Foundation's mission is to improve the quality of life in the Great Lakes basin and they are based in Chicago. Johnson has gotten money from this foundation in the past and what he is doing at this time is pitching some concepts so they can begin to position the Museum to sing on a national stage. Part of this is being able to be competitive for national grants and being allowed to diversify who we go after for funding. In order to do this, we have to show that we are not only serving the needs of our community but are also serving the forward progress in our businesses.

Supervisor Lund felt it was important to get the living museum and that it be tied in with science and technology in trying to make life better in the community. That will resonate to the rest of the people in the area. Lund felt that showing off artifacts is important, but it does not resonate to what the future of the area is. Johnson agreed with this and stated he was grateful to hear Lund's view because that is where we transcend from being a visitor attraction to being the repository for the materials and natural heritage of the region.

**Motion made by Supervisor Williams, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

15. **Director's Report.**

Johnson outlined some of the items in his Director's Report which was contained in the agenda packet. One of the things he is now doing with his staff is holding them accountable for what they are doing and he is also starting to harvest data on what they are doing which could be teased out should the Committee want this as a sub report.

Johnson continued that much discussion has gone into the intriguing concept of a cultural campus between the bridges. He recognizes there are a lot of questions with this concept but he felt the concept was neat. Anecdotally he has started to share this idea with people. He is on the Board of Directors of On Broadway, Inc. and they were aware of this concept and it is recognized that there is an awful lot to talk about. Johnson has also shared with Chair Vander Leest an early version of a vision document for the Neville which was started prior to this intriguing concept and he is hoping that in working with the County Executive they will be able to embed this in the discussion.

Johnson continued that they also recently had a meeting to discuss the possibility of a museum ship and the ship that is discussed the most is the USS Green Bay. Johnson said this was a very good meeting and the City is also very interested in this idea. There were representatives of business and stakeholder groups and veterans groups and representatives of Reid Ribble's office and Senator Johnson and Baldwin's offices. They

have phrased a number of key questions that require answers and those questions revolve around first and foremost if the USS Green Bay is the preferred ship. This ship is currently in the Greek Navy. Johnson noted that this is not a small ticket item but he felt it could be an amazing asset and attraction to the community. Johnson will continue to advise the Committee of developments as this moves forward. Van Dyck asked what the biggest cost item would be with the ship and Johnson responded that the biggest cost would be to maintenance of the ship.

County Executive Troy Streckenbach commented on the museum ship and stated that it could be a game changer. He also stated that the recent meeting held on this topic was very positive and there were a number of people willing to be involved in the project of getting a museum ship. He also stated that the feedback from the congressional delegation was very positive. He stated that this is a baby step being taken to hone in on how to prepare for the centennial.

Johnson concluded his report by stating that the Museum has just received through the Foundation a \$19,000 JEM grant to market their summer blockbuster exhibit, The Golden Age of Video Arcade Games. They are getting more and more successful in ramping up the development and fund raising potential of the Foundation and recognizing where there are weak links in the chain. He felt that part of the weak links was in the marketing and this grant will be of great benefit.

**Motion made by Supervisor Williams, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Resch Centre/Arena/Shopko Hall**

16. **Complex Attendance for the Brown County Veterans Memorial Complex for January, 2013.**

**Motion made by Supervisor Campbell, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Other**

17. **Audit of bills.**

**Motion made by Supervisor Campbell, seconded by Supervisor Williams to pay the bills. Vote taken. MOTION CARRIED UNANIMOUSLY**

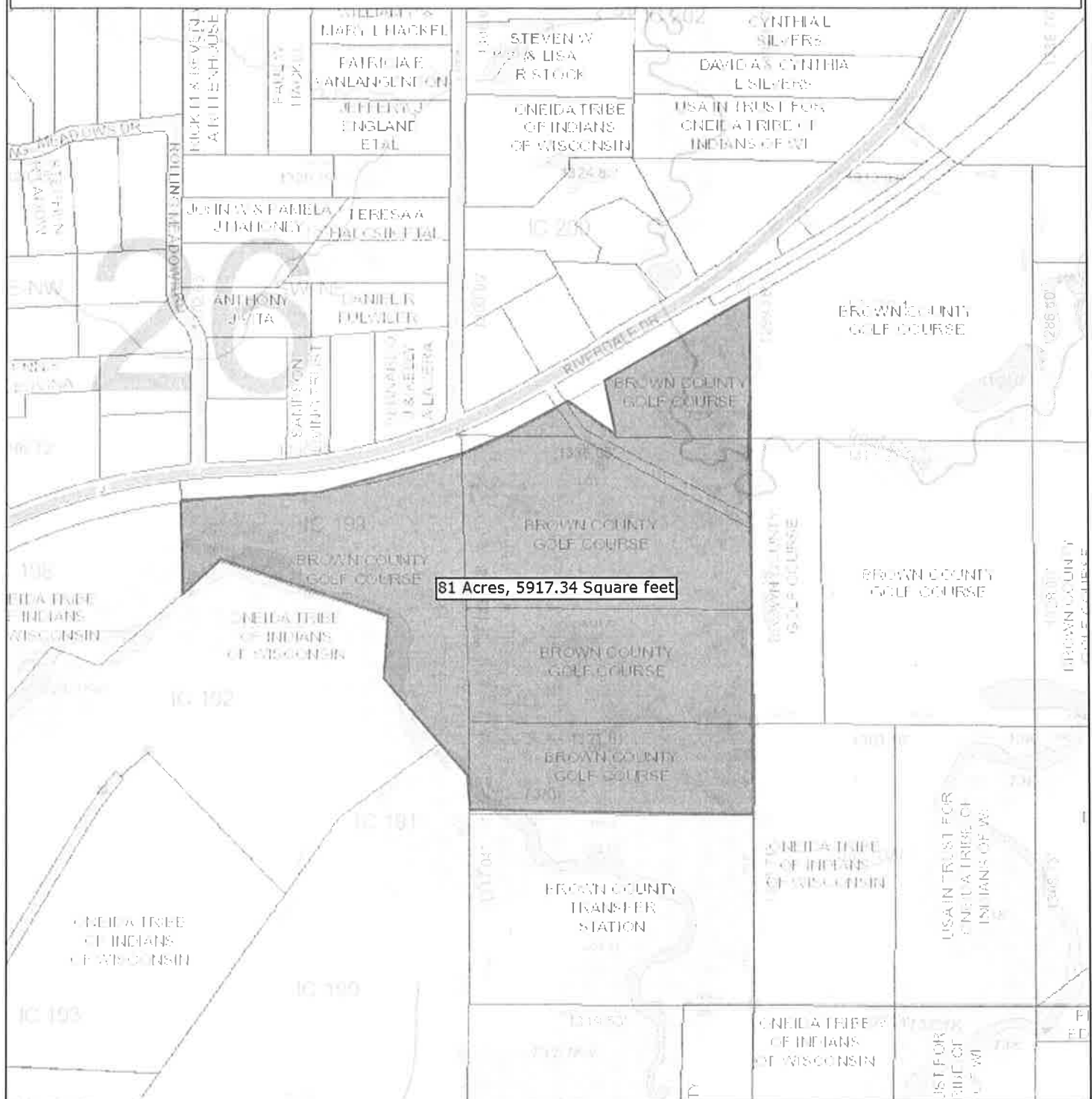
18. **Such other matters as authorized by law.**

**Motion made by Supervisor Williams, seconded by Supervisor Campbell to adjourn at 7:10 p.m. Vote taken. MOTION CARRIED UNANIMOUSLY**

Respectfully submitted,

Therese Giannunzio  
Recording Secretary

<Title>



Map provided by the Brown County Planning & Land Services Department - Land Information Office (LIO)

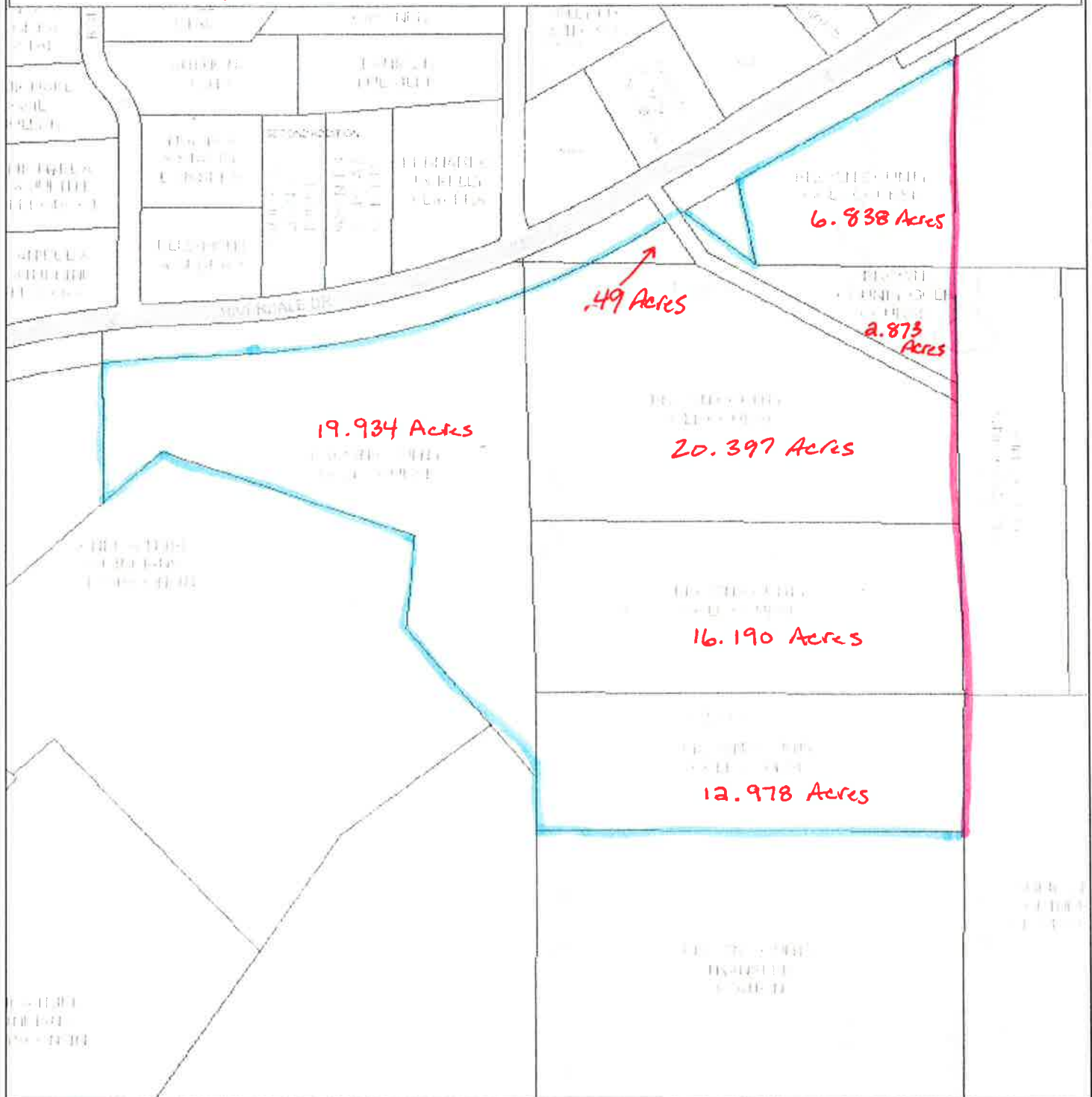
A map key (legend) and other information about this map is available at: [maps.gis.co.brown.wi.us](http://maps.gis.co.brown.wi.us)

This map is intended for advisory purposes only. It is based on sources believed to be reliable, but Brown County distributes this information on an "As Is" basis. No warranties are implied. Boundaries shown on this map are general representations only and should not be used for legal documentation, boundary survey determinations, or other property boundary issues.

03/06/2013  
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ALL TOTAL = 79.7 ACRES



Map provided by the Brown County Planning & Land Services Department - Land Information Office (LIO)

A map key (legend) and other information about this map is available at: [maps.gis.co.brown.wi.us](http://maps.gis.co.brown.wi.us)

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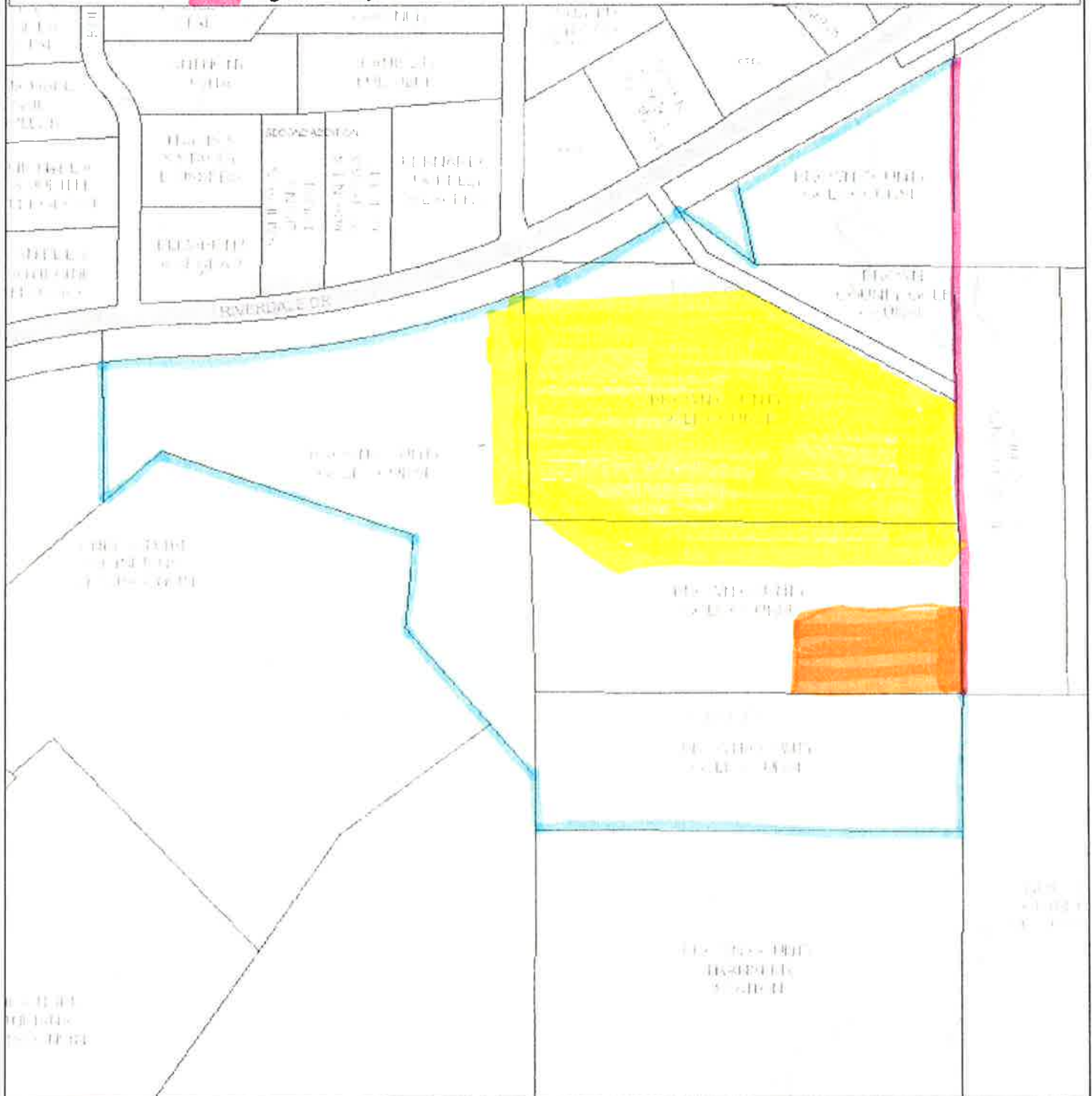
03/06/2013  
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AREA RENTED OUT TO FARMER

AREA USED AS DUMP SITE FOR BRUSH & SOIL

## GO IF COURSE BORDER



Map provided by the Brown County Planning & Land Services Department - Land Information Office (LIO)

A map key (legend) and other information about this map is available at: [maps.gis.co.brown.wi.us](http://maps.gis.co.brown.wi.us)

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03/06/2013  
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## Now forming...

# Friends of Neshota Park

Are you aware there are 260 acres of woodland wonders waiting to be explored right in your backyard?

We need your help!

We are looking for people in the community to step to the plate and become involved. Neshota Park is a beautiful area but needs some updates and improvements. **We need your input!**

Some of the items being considered are:

- The addition of safe playground equipment
- Updating trails and evaluating use for snowshoers, bikers, etc.
- Updating the shelter

This is an informational meeting and we want to hear your thoughts.



Tuesday, April 2<sup>nd</sup> at 5:30 p.m.  
At the Neshota Park Shelter

(Take County T North out of Denmark  
approximately 3 miles. Go right onto Park Road.  
You will see the park ½ mile on your left)



# 1<sup>st</sup> Annual SKUNKS ARE BEAUTIFUL Cribbage Tournament



Hosted By:

**The N.E.W. ZOOLOGICAL SOCIETY, INC.**



The N.E.W. Zoological Society, Inc. is a nonprofit 501(c)(3) organization committed to the preservation and enhancement of the NEW Zoo, located in Brown County. The organization is further committed to provide families, youth, and adults with educational opportunities to view selected animals and exhibits.

**DATE:** Thursday, April 18th, 2013  
**COST:** \$40 Per Team  
**LOCATION:** Reforestation Camp Lodge (Ski Shelter)  
4418 Reforestation Rd. Green Bay, WI 54313

**FOR REGISTRATION INFO E-Mail:**  
newzoosociety@gmail.com

#### **PAYOUT**

1st	\$300
2nd	\$200
3rd	\$100
4th & 5th	\$50
6th thru 9th	\$40
Last Place	\$50

**NOTES:** Prize structure based on 50 Teams. Prizes will be prorated based on number of teams less than 50. Tournament limited to first 70 Teams

#### **SCHEDULE OF EVENTS**

6:00 pm	Registration Dinner (Free) Beer / Soda / Water for purchase
7:00 pm	Play begins
8:00 pm	50/50 Raffle & Door Prizes
9:00 pm	50/50 Raffle & Door Prizes
10:00 pm	50/50 Raffle & Door Prizes
10:00 pm	Cribbage Prizes Awarded

**NOTE:** Times may be adjusted based on the speed of Play.

#### **REGISTRATION INFORMATION**

**Sponsored by:**



Player 1: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
E-Mail: \_\_\_\_\_  
Player 2: \_\_\_\_\_  
Make Check Payable to: N.E.W. Zoological Society, Inc.  
Mail Registration/Money to: Steve Bieda  
3886 Birch Hill Drive  
Green Bay, WI 54313

**Sponsored by:**



Make check payable to N.E.W. Zoological Society, Inc. **DEADLINE IS APRIL 4TH.**



## NEW Zoo Operations Report: February 2013

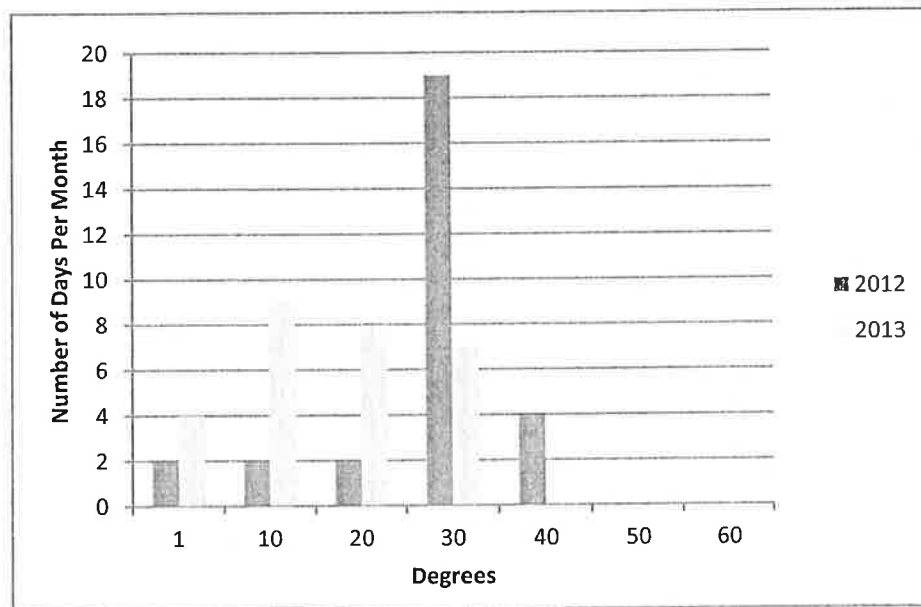
### **Noteworthy:**

**Average Temperature** recorded at the zoo in Feb 2012 = 32°F

1 day below zero, 1 day in the single digits, 2 days in the teens, 2 days in the 20's, 19 days in the 30's, 4 days in the 40's

**Average Temperature** recorded at the zoo in Feb 2013 = 21°F

4 days in the single digits, 9 days in the teens, 8 days in the 20's, 7 days in the 30's



Lowest temperature for period in 2012: -8°F Highest Temp: 43°F

Lowest temperature for period in 2013: 2°F Highest Temp: 35°F

### February

- 55" of snow fell – 3' more than 2011! - throughout the month causing many area schools and business to close on a frequent basis. The Zoo was able to be open every day.
- With the snow making it difficult for people to travel, attendance was down from prior year. Proportionally, revenue in concessions and the gift shop was down as well.
- Per Caps in the Gift Shop and Mayan were up significantly over 2012.
- Began planning for private summer corporate events such as Oneida Casino Executive Player's Night and Thrivent Financial Day at the Zoo.
- Altru implementation to include General Ledger accounts and on line sales began thru Webinar and data entry.
- There were 28 days in February 2013. One less than the prior year.
- Completed yearly state amusement ride registration for train and carousel.
- Gift shop began the re-stock for the peak season, and menu items in the Mayan were analyzed for pricing and popularity.

# February, 2013

Day	Date	Gift Shop	Concessions	Admissions	Vending	Zoo Pass	Adopt/zoo	Donation	Cons. Fund	Misc	Special Event	Attend.	Temp/W
Fri	1	32.97	2.61	-	-	-	-	-	-	-	-	0	1
Sat	2	33.95	47.88	38.00	11.37	54.00	-	-	-	-	-	23	1
Sun	3	70.41	50.95	41.75	-	-	-	-	-	-	-	16	1
Mon	4	24.95	18.76	13.00	13.27	54.00	425.00	-	-	-	-	11	1
Tue	5	10.98	7.81	9.00	13.27	-	20.00	-	-	-	-	5	4
Wed	6	42.75	-	6.00	1.90	123.00	335.00	-	-	-	-	2	2,4
Thu	7	0.80	14.40	-	11.37	-	30.00	-	-	-	-	8	2,4
Fri	8	28.22	32.16	36.00	15.17	121.00	70.00	-	-	-	-	16	1
Sat	9	74.39	122.17	176.10	38.86	59.00	-	-	-	-	-	90	1
Sun	10	30.73	25.32	45.00	36.02	-	25.00	-	-	-	-	31	3
Mon	11	-	28.64	10.00	121.33	128.00	50.00	-	-	-	-	4	2, 3, 4
Tue	12	5.99	26.44	11.00	6.64	323.00	50.00	-	-	-	-	13	1
Wed	13	25.22	29.93	24.00	3.79	123.00	330.00	-	-	-	-	21	2
Thu	14	-	7.85	26.00	20.85	-	115.00	-	-	-	-	10	4
Fri	15	15.54	186.96	37.00	14.22	-	45.00	-	-	-	-	15	1
Sat	16	73.94	86.06	167.00	49.10	167.00	145.00	-	-	-	-	74	1
Sun	17	76.67	82.92	114.04	34.12	-	-	-	-	-	-	77	1
Mon	18	66.31	110.37	96.00	92.89	118.00	120.00	-	10.00	-	-	87	1
Tue	19	9.58	23.76	6.01	11.18	-	50.00	-	-	-	-	2	4
Wed	20	24.73	65.22	48.00	14.98	64.00	75.00	-	-	-	-	18	1
Thu	21	140.42	11.72	9.00	23.70	128.00	70.00	-	-	-	-	10	2
Fri	22	9.99	47.89	19.90	11.37	64.00	-	-	-	-	-	9	4
Sat	23	119.78	99.51	171.50	110.78	128.00	-	-	-	1.90	-	86	4
Sun	24	145.87	96.47	298.00	153.55	131.00	40.00	-	5.00	1.90	-	154	1
Mon	25	50.75	51.24	41.80	33.18	128.00	40.00	-	-	1.90	-	40	2
Tue	26	42.10	65.59	20.00	24.64	256.00	405.00	-	-	-	-	18	1
Wed	27	42.89	18.15	27.00	6.64	131.00	150.00	-	-	-	-	9	2
Thu	28	51.26	15.92	26.00	32.23	131.00	50.00	-	-	-	-	14	2
1	Total	\$ 1,251.19	\$ 1,376.70	\$ 1,517.10	\$ 906.42	\$ 2,431.00	\$ 2,640.00	\$ -	\$ 15.00	\$ 5.70	\$ -	861	

Volunteers

861

Total Attendance

4 = Snow

3 = Rain

2 = Overcast

1 = Sunny

**NEW ZOO  
GIFT SHOP, MAYAN  
ZOO PASS REVENUE**

<b>2013 REPORT</b>					<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>2011, 2012, 2013</b>					<b>PER</b>	<b>PER</b>	<b>PER</b>
<b>Paws &amp; Claws Gift Shop</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>(-)/(+)</b>	<b>CAP</b>	<b>CAP</b>	<b>CAP</b>
January	\$ 850.64	\$ 1,039.73	\$ 1,055.77	\$ 16.04	\$1.44	\$0.70	1.06
February	\$ 1,813.73	\$ 2,590.76	\$ 1,251.19	\$ (1,339.57)	\$1.46	\$0.96	1.45
March	\$ 4,436.34	\$ 17,393.87	\$ -		\$1.08	\$1.05	
April	\$ 12,644.60	\$ 25,425.46	\$ -		\$0.75	\$0.94	
May	\$ 36,626.74	\$ 40,899.61	\$ -		\$1.05	\$1.10	
June	\$ 44,855.32	\$ 42,680.43	\$ -		\$1.04	\$1.11	
July	\$ 46,882.07	\$ 42,478.70	\$ -		\$1.17	\$1.34	
August	\$ 50,252.33	\$ 40,950.79	\$ -		\$1.03	\$1.04	
September	\$ 15,149.13	\$ 16,563.22	\$ -		\$0.97	\$0.92	
October	\$ 18,782.65	\$ 11,876.10	\$ -		\$0.60	\$0.46	
November	\$ 3,733.23	\$ 2,394.31	\$ -		\$1.39	\$0.92	
December	\$ 3,659.67	\$ 2,434.19	\$ -		\$1.88	\$1.96	
<b>TOTAL</b>	<b>\$ 239,686.45</b>	<b>\$ 246,727.17</b>	<b>\$ 2,306.96</b>	<b>\$ (1,323.53)</b>	<b>\$ 1.15</b>	<b>\$ 1.04</b>	<b>\$ 1.26</b>

					<b>2011</b>	<b>2012</b>	<b>2013</b>
					<b>PER</b>	<b>PER</b>	<b>PER</b>
<b>Mayan Taste of Tropic</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>(-)/(+)</b>	<b>CAP</b>	<b>CAP</b>	<b>CAP</b>
January	\$ 974.96	\$ 1,739.60	\$ 1,437.87	\$ (301.73)	\$1.65	\$1.18	\$1.44
February	\$ 1,677.23	\$ 2,909.96	\$ 1,376.70	\$ (1,533.26)	\$1.35	\$1.08	\$1.60
March	\$ 4,831.74	\$ 19,988.69	\$ -		\$1.18	\$1.21	
April	\$ 13,908.56	\$ 31,085.05	\$ -		\$0.83	\$1.15	
May	\$ 33,326.69	\$ 40,333.93	\$ -		\$0.96	\$1.08	
June	\$ 47,807.81	\$47,150.95	\$ -		\$1.10	\$1.23	
July	\$ 52,190.85	\$ 51,853.30	\$ -		\$1.30	\$1.63	
August	\$ 57,760.72	\$ 52,829.77	\$ -		\$1.18	\$1.34	
September	\$ 19,539.45	\$ 28,950.70	\$ -		\$1.25	\$1.62	
October	\$ 25,618.50	\$ 16,577.99	\$ -		\$0.82	\$0.64	
November	\$ 2,972.94	\$ 2,776.76	\$ -		\$1.10	\$1.07	
December	\$ 2,594.06	\$ 1,697.51	\$ -		\$1.33	\$1.36	
<b>TOTAL</b>	<b>\$ 263,203.51</b>	<b>\$ 297,894.21</b>	<b>\$ 2,814.57</b>	<b>\$ (1,834.99)</b>	<b>\$1.17</b>	<b>\$ 1.21</b>	<b>\$1.52</b>

<b>ZOO PASS</b>							
<b>MONTH</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>(-)/(+)</b>			
January	\$ 1,385.00	\$ 1,872.00	\$ 2,538.00	\$ 666.00			
February	\$ 2,485.00	\$ 2,878.00	\$ 2,431.00	\$ (447.00)			
March	\$ 8,042.00	\$ 20,763.00	\$ -				
April	\$ 21,614.00	\$ 20,150.00	\$ -				
May	\$ 24,232.00	\$ 14,759.00	\$ -				
June	\$ 20,412.00	\$ 16,591.00	\$ -				
July	\$ 12,127.00	\$ 12,066.00	\$ -				
August	\$ 10,538.00	\$ 10,579.00	\$ -				
September	\$ 5,341.00	\$ 6,022.00	\$ -				
October	\$ 5,036.00	\$ 2,390.00	\$ -				
November	\$ 5,802.00	\$ 5,102.00	\$ -				
December	\$ 10,079.00	\$ 10,336.00	\$ -				
<b>TOTAL</b>	<b>\$ 127,093.00</b>	<b>\$ 123,508.00</b>	<b>\$ 4,969.00</b>	<b>\$ 219.00</b>			

**NEW ZOO**  
**ADMISSIONS REVENUE ATTENDANCE**  
**2013 REPORT**  
**2011, 2012, 2013**

**ATTENDANCE**

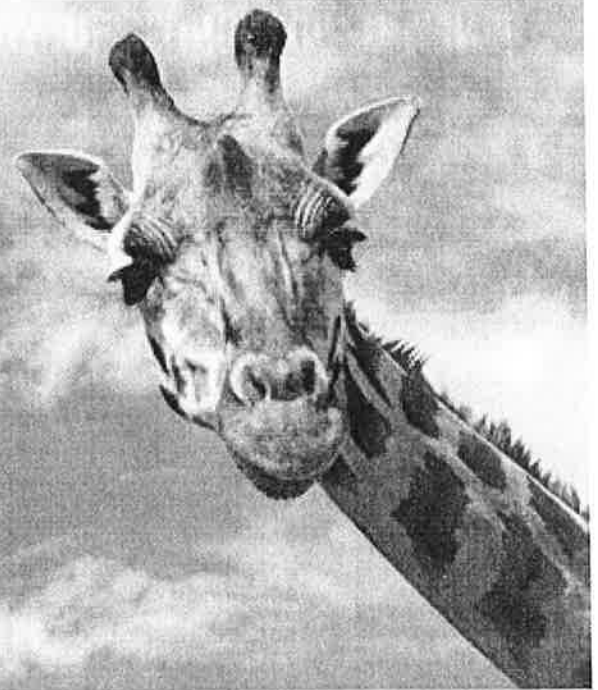
MONTH	2011	2012	2013
January	592	1,478	999
February	1,240	2,705	861
March	4,112	16,576	0
April	16,835	27,117	0
May	34,741	37,257	0
June	43,321	38,457	0
July	40,042	31,800	0
August	48,792	39,342	0
September	15,637	17,907	0
October	31,148	25,959	0
November	2,693	2,604	0
December	1,949	1,245	0
<b>TOTAL</b>	<b>241,102</b>	<b>242,447</b>	<b>1,860</b>

**ADMISSION & DONATIONS**

MONTH	2011		2012		2013		DONATION BIN	(-)/(+)	2011		2012		2013	
	ADMISSIONS	DONATION BIN	ADMISSIONS	DONATION BIN	ADMISSIONS	DONATION BIN			PER CAP	PER CAP	PER CAP	PER CAP	PER CAP	PER CAP
January	1,239.00	389.55	2,544.25	499.00	1,520.87	53.76	(1023.38)		\$2.09	\$1.72	\$1.72	\$1.52		
February	2,506.00	429.78	4,438.00	227.35	1,517.10	-	(2920.90)		\$2.02	\$1.64	\$1.64	\$1.76		
March	9,465.00	83.95	57,832.00	5.00	-	-			\$2.30	\$3.49	\$3.49			
April	33,618.40	-	70,708.04	1,063.92	-	-			\$2.00	\$2.61	\$2.61			
May	100,768.40	515.18	139,311.23	479.48	-	-			\$2.90	\$3.74	\$3.74			
June	122,512.42	526.74	155,736.01	479.34	-	-			\$2.83	\$4.05	\$4.05			
July	123,122.83	616.58	134,766.05	912.97	-	-			\$3.07	\$4.24	\$4.24			
August	141,956.40	547.61	160,778.75	474.79	-	-			\$2.91	\$4.09	\$4.09			
September	50,013.28	791.07	71,549.06	1,280.76	-	-			\$3.20	\$4.00	\$4.00			
October	36,991.97	469.46	68,375.30	1,463.47	-	-			\$1.19	\$2.63	\$2.63			
November	7,318.45	186.05	7,498.02	288.06	-	-			\$2.72	\$2.88	\$2.88			
December	4,801.73	271.41	4,052.72	25.00	-	-			\$2.46	\$3.26	\$3.26			
<b>TOTAL</b>	<b>\$634,313.88</b>	<b>\$4,827.38</b>	<b>\$877,589.43</b>	<b>\$7,199.14</b>	<b>\$3,037.97</b>	<b>\$53.76</b>	<b>(3944.28)</b>		<b>\$2.47</b>	<b>\$3.19</b>	<b>\$3.19</b>	<b>\$1.64</b>		

A NEW OPPORTUNITY FOR SUMMER 2013

# INTRODUCING ZOOLOCATION!

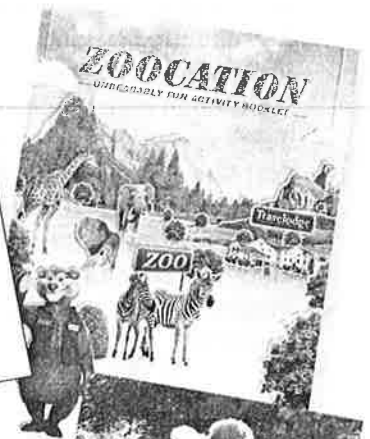


## NATIONAL GEOGRAPHIC & TRAVELODGE ARE DOING SOMETHING WILD!

This summer, Travelodge will be offering special promotions for all guests who stay at their hotels throughout the U.S. Dubbed "Zoocation," the program will begin in May and leverage the unique assets of National Geographic Media. Featuring promotion through National Geographic's, magazines, TV channel, and website, the Zoocation program will reach more than 100 million consumers.

### HOW ZOOLOCATION WORKS

- All guests who stay at a Travelodge during the promotion period (May 15–Sept 30) are eligible to receive a Zoo Discount Ticket Package
- Package includes a free child zoo admission ticket with each full-paying adult
- Redemption period will occur through Nov 30, 2013—hotel reservation must be made during the promotional period in order to be eligible for the package
- Visitors will present your zoo's custom coupon downloaded from the AZA website for admission
- Through the AZA, Travelodge will reimburse 100% of the children's admission redemptions



## A NEW OPPORTUNITY FOR YOUR ZOO!



## ADDITIONAL ZOOCATION PROGRAM DETAILS...

### HOW ZOOCATION WILL BE PROMOTED

- Promotional advertising in *National Geographic* and *National Geographic Traveler* magazines, **reaching 14 million consumers**
- Promotions on NationalGeographic.com and Travelodge websites, **reaching an estimated 15 million consumers**
- Television vignette on Nat Geo Wild, and Nat Geo Channel, **reaching an estimated 143 million households**
- Nat Geo eNewsletter promotion, **reaching 600,000 consumers**
- Program promotions by Travelodge at individual franchises

### HOW ZOOCATION WILL BENEFIT YOUR ZOO

- The Zoocation program is specifically designed to increase the number of visitors to your zoo this summer
- Major program promotions will build awareness and make zoos top-of-mind destinations
- **The Zoocation program will reach more than 100 million potential customers across the U.S.**
- An association with National Geographic's trusted brand via recognition on all promotional materials
- Additional funds will be earmarked to fund animal welfare and Black Bear conservation through the AZA



NATIONAL  
GEOGRAPHIC



ASSOCIATION  
OF ZOOS &  
AQUARIUMS



NEW ZOO

Brown County

4418 REFORESTATION ROAD  
GREEN BAY, WI 54313

FOR IMMEDIATE RELEASE



Event Media Contact: Andy Anderson

PHONE: (920)434-7841 ext. 2400

EMAIL: [anderson\\_ak@co.brown.wi.us](mailto:anderson_ak@co.brown.wi.us)

JOIN IN THE FUN AT THE NEW ZOO

## Easter "EggStravaganZoo"



Saturday, March 30<sup>th</sup>, 2013



It's confirmed! The **Easter Bunny** will be *live* and in person at the NEW Zoo on **Saturday, March 30<sup>th</sup>** for our annual **Easter "EggStravaganZoo"** Event!

The fun-filled day will be kicked off with our famous Pancake & Porkie Breakfast to be followed by a huge Easter egg hunt throughout the Zoo.

Klements Racing Sausages will be on site as well!

### BREAKFAST

An 'all you can eat buffet' featuring pancakes and fixings, porkies, fresh fruit and your choice of beverage will be served at both the Reforestation Camp Ski Lodge and the Mayan Taste of the Tropics Restaurant! Breakfast will be served from **8:00 a.m. until 12:00 noon** in both locations. Tickets for the event will be available at the door and will **include** breakfast, admission to the Zoo - and for the children 12 and under, the annual Easter egg hunt. The cost to join in all the fun is just \$10 per person; children 1 & under are free.

### EASTER EGG HUNT!

Not a breakfast person? That's ok - we've got "eggs-actly" the perfect "Saturday-before-Easter" activity! Grab your own Easter baskets and join in the fun by participating in our Easter Egg Hunt held inside the NEW Zoo from **9:00 a.m. until 2:00 p.m.** Each child 12 and under will have the chance to collect up to 10 plastic Easter eggs and redeem them, one at a time, for candy at one of the many color specific treat stations throughout the Zoo. The hunt is to find the right color station for your colored eggs! And...keep a keen lookout for the special metallic colored grand prize eggs hidden throughout the Zoo-turn them in for special "grand prizes" at the Visitor Center (one per child please!). Cost to participate in the Easter Egg Hunt is \$3.00 per child (1 & under are free) in addition to the regular admission prices.

For more info, visit [www.newzoo.org](http://www.newzoo.org) or contact the NEW Zoo at 920-434-7841.



The NEW Zoo is located at 4418 Reforestation Rd, Green Bay, WI 54313

A special thank you to our fine sponsors including:



8e

# Building Blocks of Literacy: Simple Things Adults Can Do

## March 2, 2013 Evaluation Summary

[Design Survey](#)
[Collect Responses](#)
[Analyze Results](#)

Default Report ▾

[+ Add Report](#)

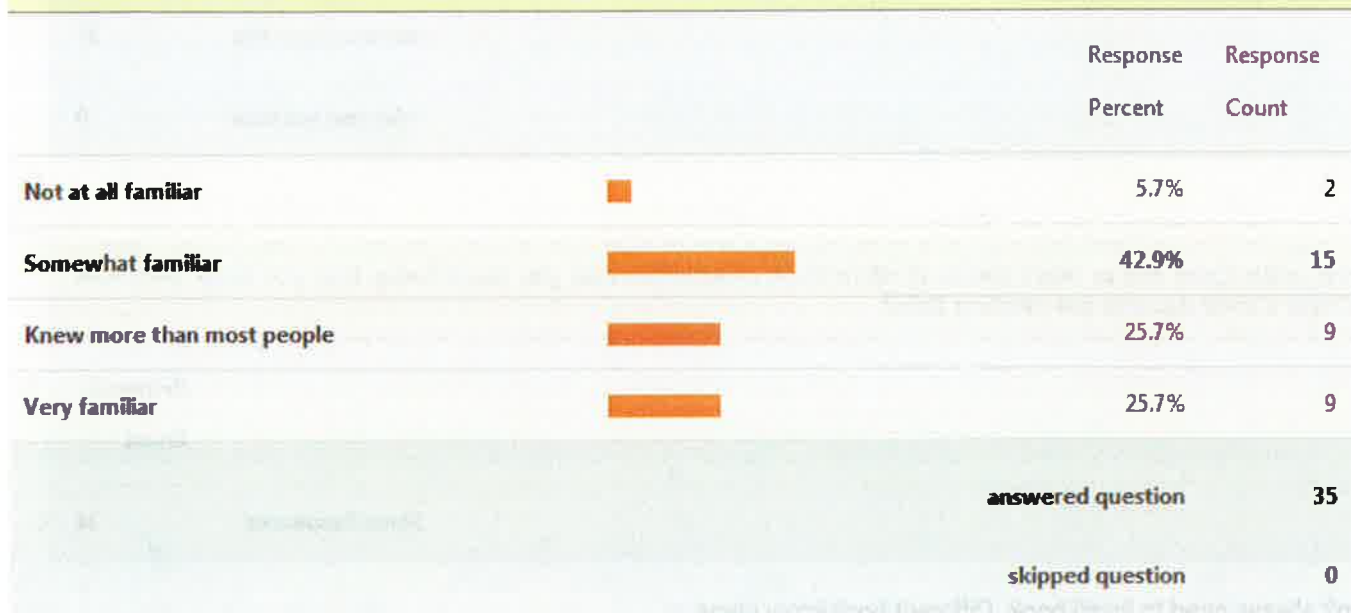
### Response Summary

Total Started Survey: 35

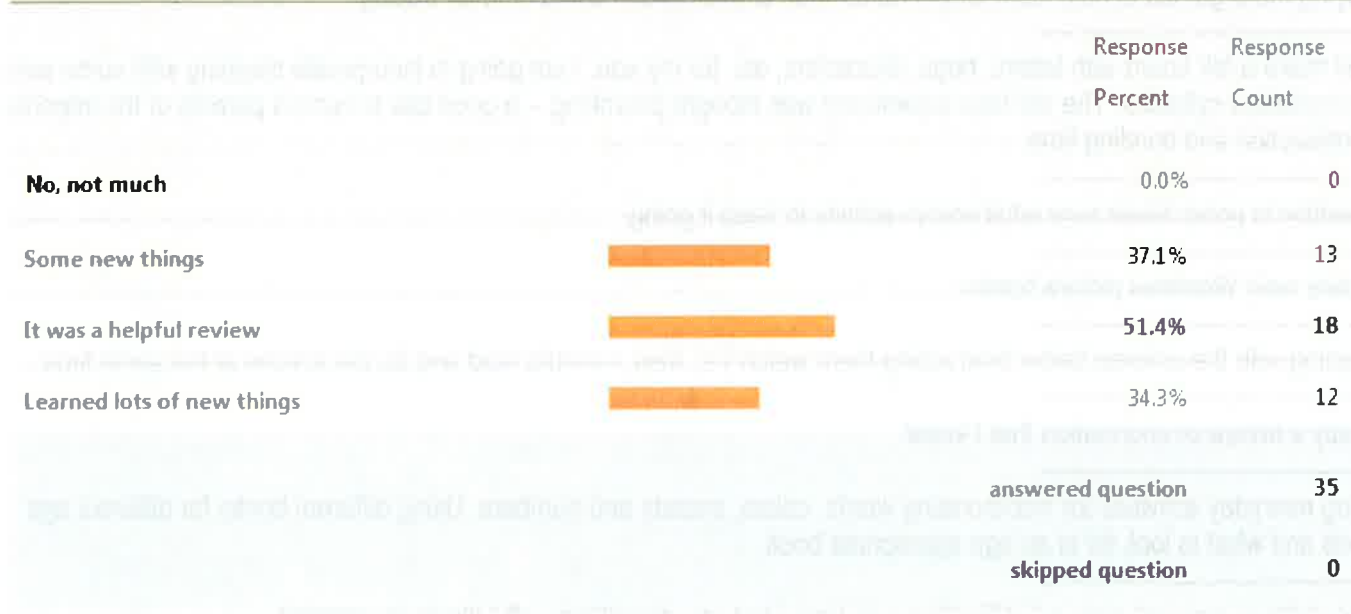
Total Finished Survey: 35 (100%)

PAGE: 1

1. Before you arrived today, how familiar were you with early literacy concepts and ideas?

[Create Chart](#) [Download](#)


2. Did you learn anything new?

[Create Chart](#) [Download](#)


11



3. How likely are you to use what was learned or reinforced today?

Create Chart Download

	Response Percent	Response Count
Not likely	0.0%	0
Somewhat likely	14.3%	5
Very likely	85.7%	30
answered question		35
skipped question		0

4. Please write down one or more pieces of information or activities that you heard today that you will use to help a child develop pre-reading skills?

Response  
Count

Show Responses

34

Don't always need to finish book. Different book/story ideas.

Jessica's workshop was so helpful! Loved activities and ideas: what goes on a pizza/what goes in a bathtub.

Playing more games to help learn letters rather than stressful flash cards or letter tracing.

I will make a felt board with letters, bugs, characters, etc. for my son. I am going to incorporate clapping with some songs to emphasize syllables. The still face experiment was thought-provoking -- a good tale to remind parents of the importance of interaction and bonding time.

repetition is good. Make sure adult enjoys activity to keep it going.

Picture walk Wordless picture books

Reading with the children better than letting them watch TV. Also, I should read and do the actions at the same time.

Mostly a review of information that I knew.

Using everyday activities for incorporating words, colors, sounds and numbers. Using different books for different age levels and what to look for in an age appropriate book.

That children may not respond at first but over time what you do will "pay off." It's an investment.

The way I read books to babies -- ask them questions. Using simple materials to make visuals w rhymes or books

---

book titles activity ideas

---

picture from computer use books -- simple, bold, funny, guessing

---

I will continue to read to the children and sing to them and whatever it takes. I will also sue the library more and use the materials on the free table, also.

---

use more wordless picture books show how to use a book highlight new words and use them use puppets

---

New books for storytime Using newspaper/magazines to look for particular letters Library resources available

---

Jessica's workshop was so helpful! Loved activities and ideas: what goes on a pizza/what goes in a bathtub.

---

clapping out syllables to songs, "ig" game, book and CD selections from 2-3 breakout session

---

sorting activities using household materials to enhance teaching

---

practical ideas, teaching that you don't need the latest stuff or expensive things to explore literacy

---

I will use more resources from the library. I did not realize how many resources there are available for educators. I lived in a very small community before moving to Green Bay -- this is great!

---

I want to use the library catalog as demonstrated in the last wrap-up session (hyperlinked book lists - Sandy)

---

library resources some good book recommendations

---

how to read books to the child and make? ?ame faces?

---

resources on library website, PAKs valentines from zoo -- cute idea fingerplay sheets and recommendations on interactive books Pebble Plus series Thanks for the door prize :)

---

new book ideas

---

will do more fingerplays, bug in a rug

---

The themed bags and plastic tubs will be great for my 1 year old classroom and for my 2 little girls ages 21 mos and 3 years!

---

Alphabet and sleeping bag bear

---

reinforcing, encouraging, keep trying even if they seem wiggly, peek-a-boo and see thru books, laminating Google photos for flannel boards, encourage with props, guessing, flaps (peek!)

---

Read easy books with them

---

Twos -- sign language books and other specific books. General ideas of things to do with specific age groups.

---

The story puppets for toddlers

---

Sing songs with my daycare babies to help develop their reading skills. Read more books with my daycare kids to expose them to new words.

---

the inexpensive ways to make activities, to do finger plays, make books available (the popsicle family). :)

---

5. Comments on what you liked about today's program or suggestions for future workshops on related topics:

Download

Response

Count

Show Responses 28

answered question 28

skipped question 7

This was excellent. I don't have any suggestions. I will be looking for future programming. I attended the 0-1 and 2-3 sessions. Thank you! Great job!

Library system has been great -- thanks! (Mom of 7 mo. and 2 1/2 year old)

This program is very helpful. My teacher told me to come and learn how to treat children. I am very thank you.

Liked the large group section before breaking into special age groups. Liked getting to choose the groups we wanted to go to. Liked viewing the books for children

I believe I've been doing well now. I received encouragement to keep it up with addition of a few new ideas I learned today.

would like more handouts of activities (songs with motions, booklists, etc.)

would like longer sessions

You all did a great job :) ! Thank you.

Great job today! I'd like to see similar events focused on math & science for early learners. Also red flags to recognize in young children.

The breakout sessions were helpful and informative

Very nice and practical

Loved the examples by Katie of games you can play with your 4-5 year olds.

Literacy activities. I'm glad there was no use of computer games, apps for phones or iPads. Next time -- earlier in the day on weekends.

I liked hearing other people's ideas and what has worked for them.

This is SO good for people to know! We can help children learn SO much through our interactions. Literacy is a critical skill but some of our societal habits don't promote/support it.

good presenters

Your information is very good. I hope you continue doing these programs for us.

lots of ideas, opportunities to share. Liked having workshop open to the public -- I invited parents. Would be great to have access to the PowerPoint presentation -- great info, would like to share with co-workers Future workshop -- impact/implications of media/screentime on child development Suggestion: hands-on for parents--make a literary toy or game

Any paper with pictures or words can be used for reading skills

Theme ideas

I loved all the enthusiasm, ideas and resources

Like time and day

hands on, great visuals, clear and back up research -- simplified.

Work with puppets and play with them

Review -- Library resources I did not know about.

Talking about screen time. Addressing how important hands on is as opposed to using computer ??? more.

I liked the breakout sessions that gave more information specific to a certain age group

So wonderful to be engaged with parents, teachers, childcare providers to share ideas. Thank you for the day and the gift.

6. Are you a:

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Parent	<div><div></div></div>	50.0%	17
Grandparent	<div><div></div></div>	14.7%	5
Childcare provider	<div><div></div></div>	29.4%	10
Early childhood educator	<div><div></div></div>	29.4%	10
Other (please specify)			3

[Hide Responses](#)

Responses (3)

Text Analysis

My Categories (0)

**GOLD FEATURE:** Text Analysis allows you to view frequently used words and phrases, categorize responses and turn open-ended text into data you can really use. To use Text Analysis, **upgrade to a GOLD or PLATINUM plan.**

[Learn More](#)

[Upgrade »](#)

Showing 3 text responses:

No responses selected

volunteer

3/2/2013 8:35 PM

[View Responses](#)

Honorary auntie

3/2/2013 8:36 PM

[View Responses](#)

Elementary school educator

3/2/2013 8:38 PM

[View Responses](#)

## **Brown County Library Board Retreat - Summary**

February 8, 2013, 8 am to noon

### **Attendees:**

BCL Board: Carla Buboltz, Chris Froelich, Kathy Pletcher, Lynn Stainbrook, Vicky Van Vonderen, Chris Wagner, Terry Watermolen, Pat Williams

BCL Friends Board: Barbara Kane and Jaime Leick

Brown Co. Board: Bernie Erickson, John Van Dyck

Resource: Lora Warner, UWGB Professor, presenting Life Study of Brown County

### **Life Study Discussion**

Professor Warner presented key findings of the 2010 Life Study of Brown County and responded to questions regarding the data. She also raised important questions about how the data could be used by the library board as we develop our next strategic plan. Based on the findings of the Life Study the participants identified the key strengths, weaknesses, opportunities and threats of Brown County and how the Library does or could contribute to supporting the needs of the community.

### **Future priorities: how can the Library contribute to:**

Quality of Education – especially child education and parenting education

Economic development – support businesses and job seekers

Community Center – family destination, bringing diverse people together

### **Review the current Library Mission**

Brown County Library exists to foster the educational, cultural and economic development of its communities by providing timely access to the world of information in many formats and by serving as a gathering place of ideas and people.

This mission statement is more of a belief statement. We can use it as an internal document but our mission statement should be brief and memorable.

**Connecting People, Ideas and Community** – the preferred Mission statement.

## Review of Values Statement

**Values Statement:** Brown County Library is committed to:

- Providing Excellent Customer Service
- Helping Children Succeed in School and Become Lifelong Learners
- Supporting Literacy and Learning
- Ensuring Access to Information for All
- Being Part of a Sustainable Community
- Seeking Community Partnerships
- Developing Collections and Programs Responsive to Customers' Needs
- Creating Warm, Welcoming Environments
- Acting with Initiative, Creativity and Flexibility
- Being a Responsible Steward of Financial and Physical Assets

The Values Statement was determined to be too long. It was ok for an internal document but needs to be more succinct. There was general consensus that our values were: Passion, Integrity, Excellence and Connections. It was suggested that the items in the values statement could be listed as bullets underneath, such as:

### Passion

- Help children succeed!
- Support Literacy and learning!
- Access to trusted information for all!
- Warm, welcoming environment for all!

### Integrity

- Responsible steward of financial and physical assets
- Trusted source of information

### Excellence

- Customer service
- Collections & Programs Responsive to community needs

### Connections

- Seek community partnerships
- Support multi-cultural connections

## **Obstacles**

- Money and facilities
- Perception of Library of the Future (library still has image of the book; we need to market all of the technology and future oriented services)
- Rapid change (adapting to changing technology and the community needs; reengineering staff, services, facilities; need for flexibility, agility)

Tactics for addressing obstacles:

- Need to measure success and failure – establish performance measures
- Branches have different needs, customize for neighborhoods (Supervisors)
- April 11 meeting on Future of Libraries should be a Kick off Event to engage the community in discussing the future of the BCL. Have displays on where we are, where we are going. We can have sticky notes for attendees to write down the best ideas they heard and post them on a wall/pillar; we should send invitations to all constituent groups and decision-makers—we should fill the auditorium.

## **Discussion of Museum/Library collaboration**

Library Board should participate in discussions regarding collaborations with Neville museum, including some sharing of facilities. We need to protect the success of the Library, while we examine how to cooperate and collaborate on museum.

## **Library Board meetings**

Recommendations:

- Library Board should be a role model for good governance
- Use a consent agenda
- Mark estimated time for each item, if need be place on next month agenda
- Allow any visitors/guests to go first
- Devote time at each meeting for discussion on Mission, Vision, strategic planning monitoring
- Library business items: Written reports should be distributed prior to the meeting so that board members are briefed on decision items; if they have questions they should call Lynn or Kathy and be prepared to discuss/vote on decision items
- Last agenda item: meeting summary, to do's, items for future meetings